## **Oregon Wine Industry Championed Successful DTC Bill**

**Monthly Case Shipment to Oregon Consumers Increased**

Governor Brown signed Senate Bill 406 into law on May 21, 2021, a priority bill for the Oregon winegrowers. The bill increases Oregon's monthly direct-to-consumer (DTC) shipping limit from two to five cases per consumer. This is a great accomplishment for the industry.

Oregon wineries receive a significant portion of wine revenues from DTC sales. These sales are typically only shipped in the Spring and Fall when weather permits. Many customers would like to purchase more than two cases of wine to provide gifts for their families and friends or for special occasions like weddings. The sale of a few extra cases of wine is significant for the typical Oregon winery.

Oregon’s prior limit of two (2) cases per month was overly restrictive. Neither California or Washington has any DTC shipping limits.

**SB 406 increased the amount of wine that may be shipped monthly to a consumer** (ORS 471.282). The change took effect on May 21, 2021.

**What’s now Allowed**

Oregon wineries and OLCC-issued Direct Shipper permit holders may now ship up to five cases of wine containing up to nine liters per case (for a total of 45 liters) to any **resident of Oregon** (consumer) per **month**. All five cases (45 liters total) may be consolidated as one shipment. This means all five cases may be delivered to a consumer on the same day.

*“****Resident of Oregon****” means an individual consumer residing in Oregon, even if only temporarily.*

*“****Month****” means a calendar month.*

**How it used to be**

Previously, wineries and direct shipper permittees were limited to two cases of wine containing no more than nine liters per case to any **resident of Oregon** (consumer) per **month and per day**.

